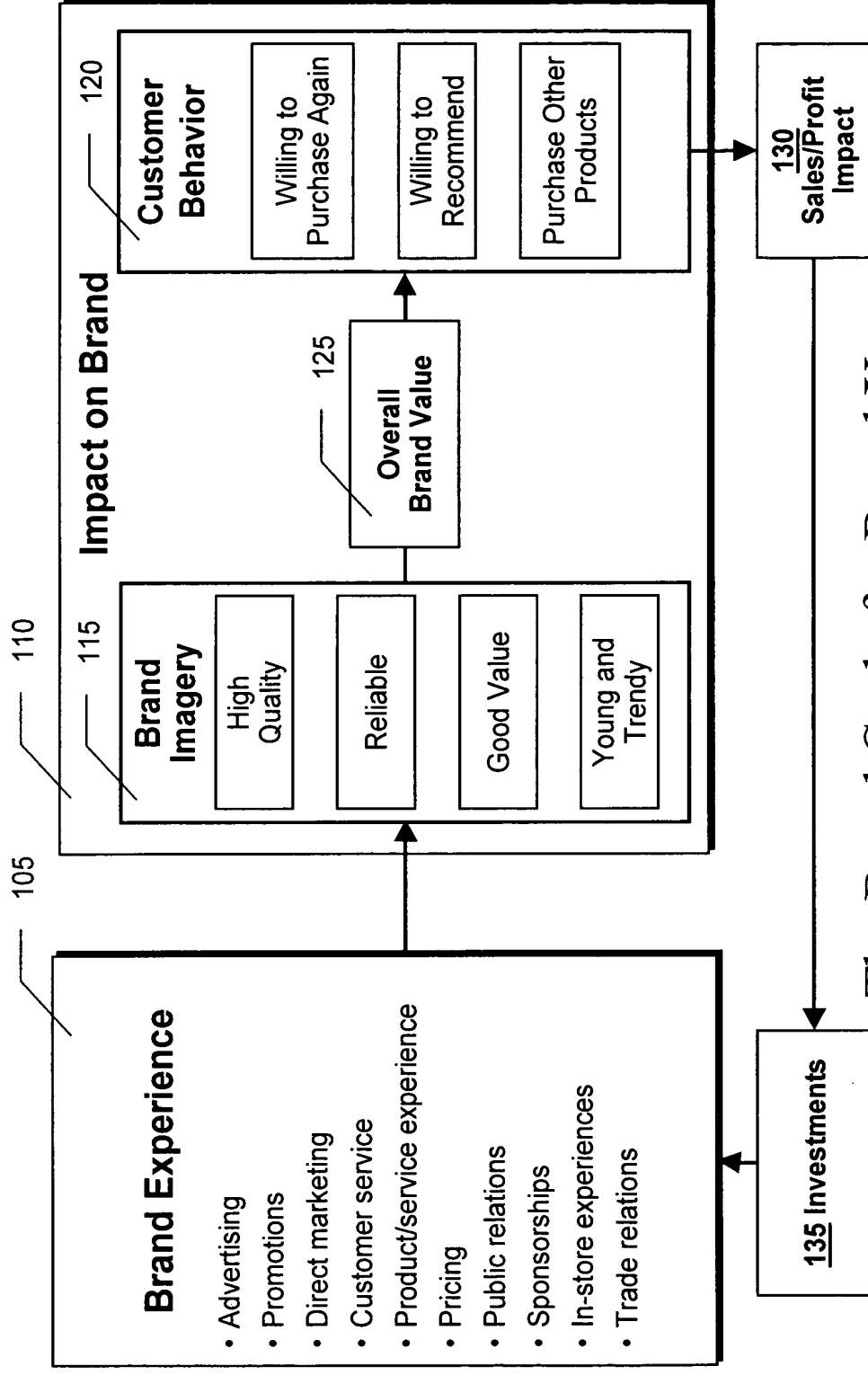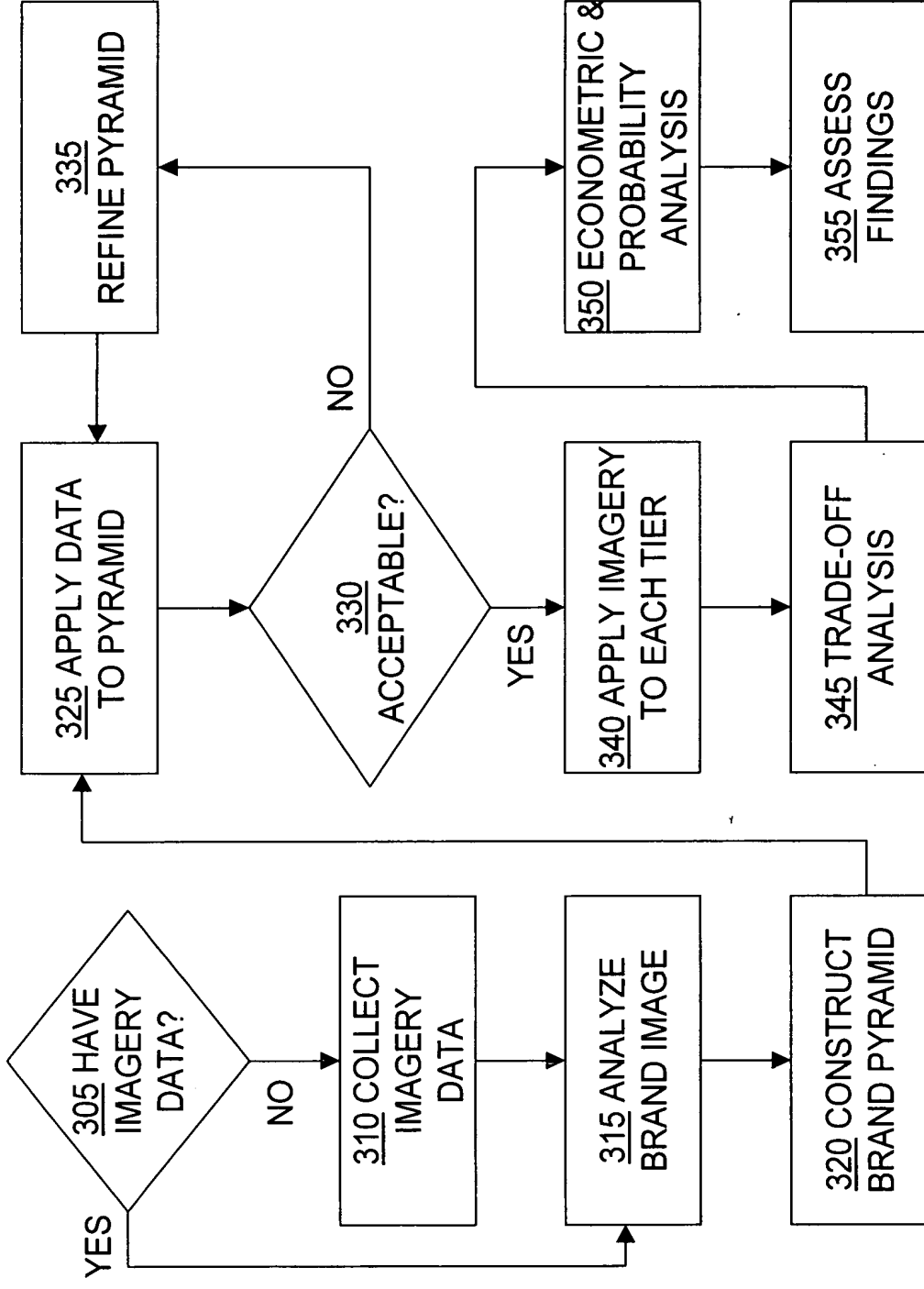The Brand Cycle

Figure 1

The Brand Cycle for Brand X

Figure 2

Figure 3
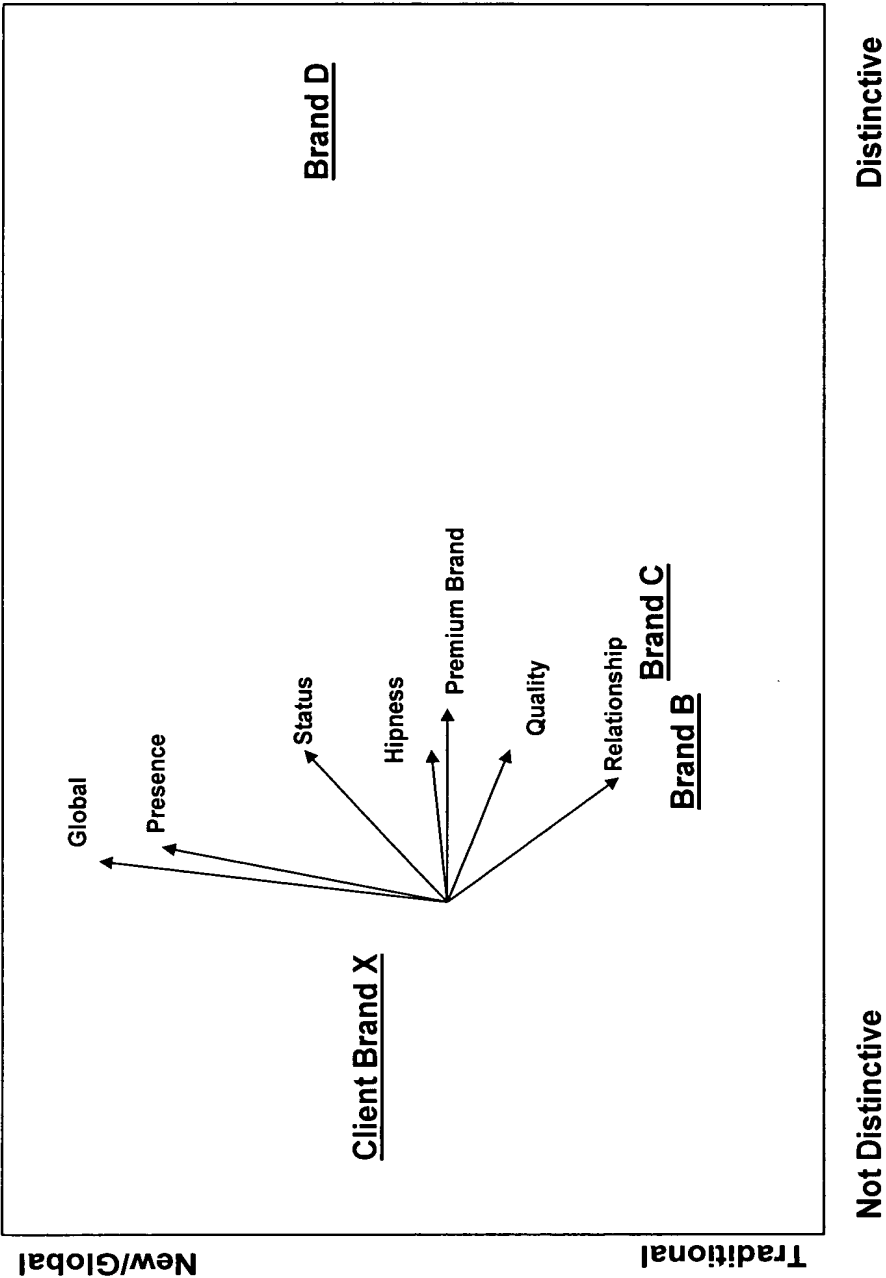
Image Perceptual Map

Figure 4

Image Perceptual Map

Figure 5

Behaviorally Loyal	7.2%
Recommend	9.8%
Intend to Purchase	10.2%
Satisfied	21.2%
Buy	67.0%
Use	68.2%
High Opinion	71.3%
Familiar	92.8%
Aware	96.2%

Image Pyramid

Figure 6

Behaviorally Loyal	73.5%
Recommend	96.1%
Intend to Purchase	48.3%
Satisfied	31.5%
Buy	98.2%
Use	73.5%
High Opinion	76.8%
Familiar	96.5%
Aware	96.2%
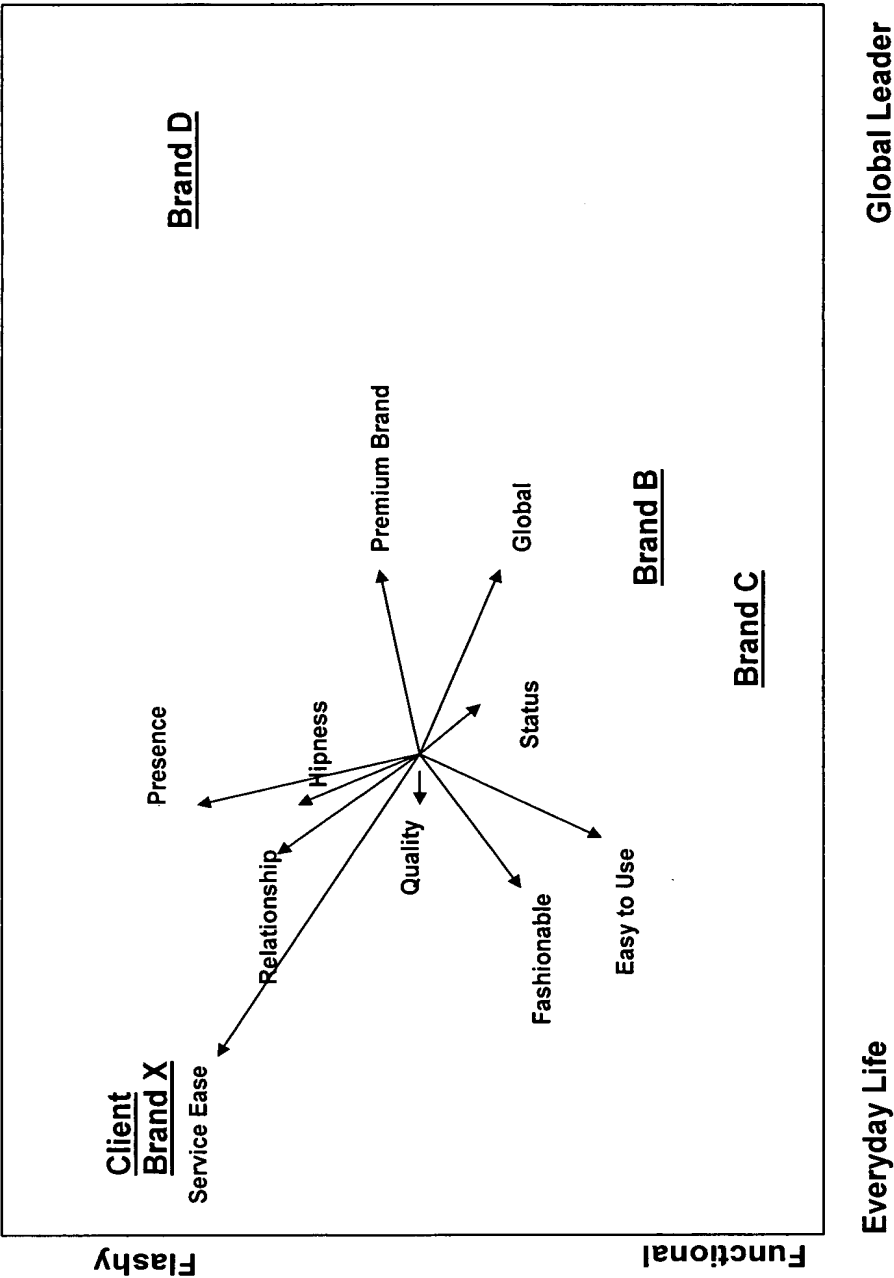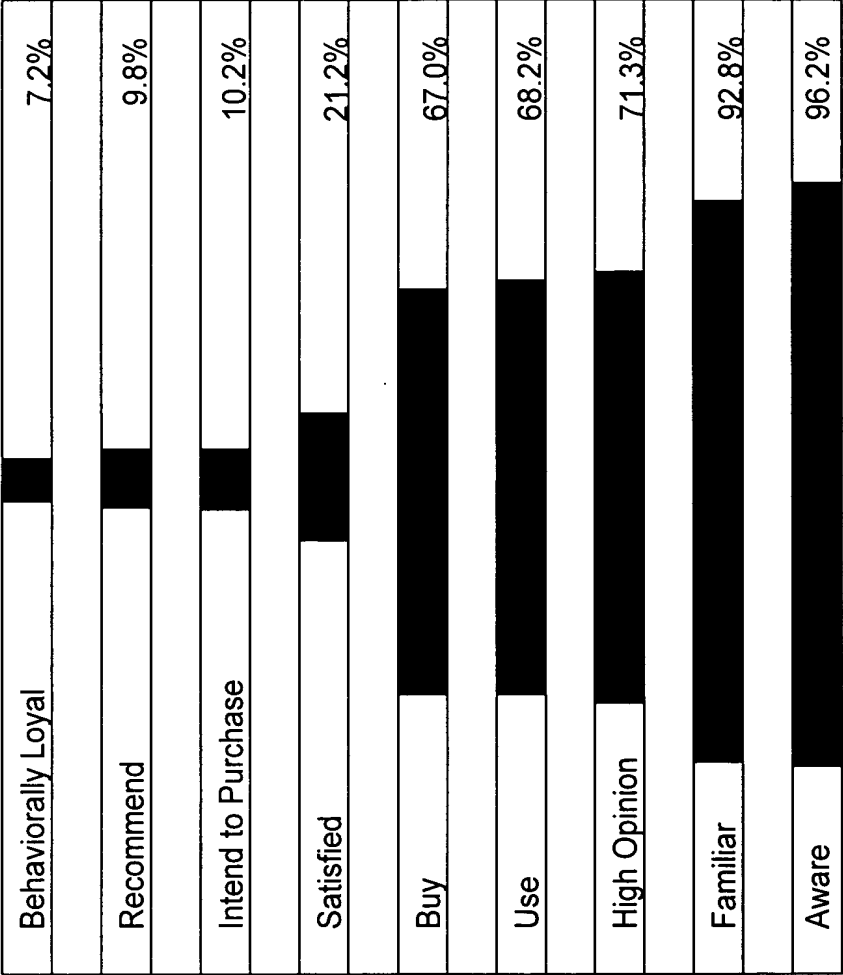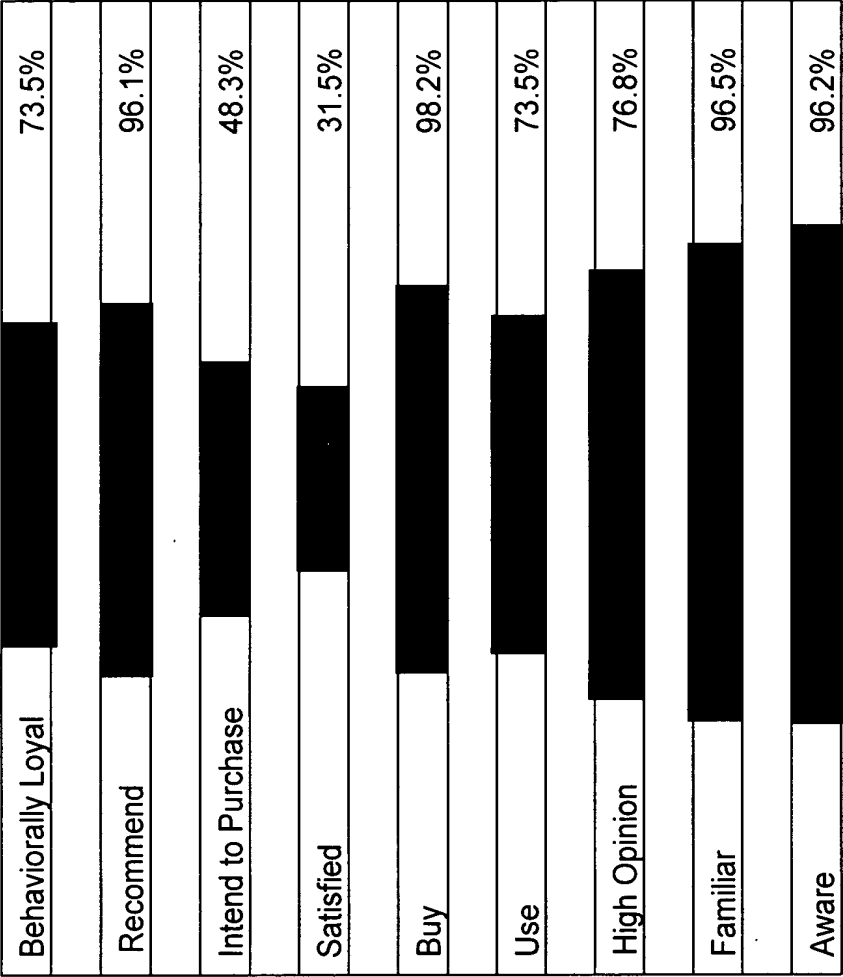
Conversion per Tier

Figure 7

800

805

810

815

820

845

835

830

825

Forecast: Total Incremental Gross Revenue

Edit   Preferences   View   Run   Help

1,000 Trials   Frequency Chart   990 Displayed

Frequency

Probability

.023   23

.017   17.2

.012   11.5

.006   5.75

.000   0

740

$2,117,366 $14,431,777 $26,746,188 $39,060,599 $51,375,010
                              Dollars

$5,000,000   Certainty   94.20   %   +Infinity

Figure 8